

# Key Success Factors Of Tourist Satisfaction In Tourism Services Provider

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## ABSTRACT

*The research was to investigate actual factors affecting tourist satisfaction to the tourist services provider industry. The conceptual framework was developed from the literature review and survey in the area, and other contemporaneous research in tourism marketing. Accordingly, the researchers consider the importance of the factors of trust, personnel relationship, services quality, facility quality, and tourist satisfaction.*

*In this the researchers employed the quantitative research approaches. The instruments of research were steps of a questionnaire. Data were collected from 395 foreign people who come as tourists to Thailand. The data collected were analyzed using the path modeling and on the basis of observing the actual tourist satisfaction of the organizations studied through all operational links in the supply chain.*

*Findings are as follows: Applications of trust, personnel relationship, services quality and facility quality were explanatory of the variance in tourist satisfaction at 44.6 percent ( $R^2 = 0.446$ ). Each factor involves significant aspects with the total being 25. All aspects should be addressed if problems are to be successfully solved over the long haul.*

**Keywords:** Tourist Satisfaction; Tourist Service Provider; Path Modeling

## INTRODUCTION

The tourist services provider plays a big role in the Thai economy due to its high cost of investment. At presently the market of a tourism business is now booming, so the business competition becomes harsher. There is a competition in developing the quality of tourism programs to make sure they are better than those of competitors and attract groups of existing and new clients. (Dimanche, F. and Havitz, M.E., 1994; Crotts, J. and Bing, P., 2007). Not only do the tourism programs have a good quality, but they also need good service procedures to satisfy and impress the clients. In addition, these tourism programs must be developed, reliable and trustful, so that they are more advantageous than those of the competitors. A large number of new tourism businesses are being developed, and business operators thus need to find the new ways for business administration and management to make sure their businesses are well recognized by consumers, resulting in sufficient income and business sustainability. (Chen, K.J., 1998; Garbarino, E. and Johnson, M.S., 1999; Hwang, S.N., Lee, C. and Chen, H.J., 2005; Kozak, M. and Rimmington, M., 2000).

Additionally, consumers' different needs must be taken into account by the business operators, so that tourism programs can be developed to make them different from those of the competitors. Most of the consumers always have higher expectation from the products that they buy; therefore, the business operators who can expect the consumers' needs more quickly and can develop their products more efficiently and effectively will be able to respond to the consumers' needs before their competitors will, and the consumers will turn to those business operators' products and services. (Oliver R. and Swan J.E., 1989; Vargas, G., Cardenas, L. and Matarranz, L., 2000; Kozak, M. and Rimmington, M., 2000)

Consequently, this study aims to seek and analyze the major factors that enable the tourism businesses to differ from and compete with their competitors by seeking and analyzing ways to satisfy consumers and making sure the consumers continue choosing their services.

The researchers have investigated factors influencing tourist satisfaction in order to formulate guidelines to be applied by the tourism services provider to solve its problems successfully. The research questions for this investigation are as follows:

1. Influencing factors to tourist satisfaction for these tourist services provider and what are their roles?
2. Which factors can be used to solve tourist services provider problems?

## **REVIEW OF THE LITERATURE**

**Trust: TRUS** is required for the strategic management of business alliances and partners. The level of trust is developed from co-acceptance and confidence (Chae, B., Yen, H.R., and Sheu, C., 2005; Klein R., 2007), resulting in cooperation and teamwork (Klein R., 2007; Panayides, P.M., 2007). Trust consists of 1.) Trust in the organization (Panayides, P.M. and So, M., 2005; Panayides, P.M., 2007). 2.) Trust given by business partners (Klein R., 2007). and 3.) Trust received from non-alliance partners (Klein R., 2007; Panayides, P.M., 2007). Trust in the organization leads to the confidence in products and services and thus enhances business promotion by means of solid communication and word of mouth.

**H1:** Trust has a positive effect on tourist satisfaction

**Personal Relationship: PERE** The personal connection can help create mutual benefit between business partners. In the organization, the personal connection helps to reduce shortages in main resources and contact procedure difficulties, while increases communication advantages, safety, attention and solutions (Lovett S, Simmons LC, Kali R., 1999; Klein R., 2007). The personal connection and the organization promotion take place at the same time, and it should be promoted among business partners (Lovett S, Simmons LC, Kali R., 1999; Vargas, G., Cardenas, L. and Matarranz, L., 2000). The business operators who can strengthen their relationships with their clients or their business counterparts will tend to become successful. Personal relationships help the businesses to expand more quickly as a result of mutual recognition. In buying products and services, although there are problems with the products and services, buyers and sellers can overlook such problems if they have a good connection. Thus, the personal relationships are highly important, and they must be taken into account by the business operators. (Crotts, J. & Bing, P., 2007; Li P.C., Lin, B.W., 2006; Lovett S, Simmons LC, Kali R., 1999; Luo, Y., 1997).

**H2:** Personal connection has a positive effect on tourist satisfaction

**Services quality: SEQU** Tourist services provider: Regarding providing successful service to tourists and influence of providing service to tourist at tourist attraction, providing service is the main factor of the tourism industry. It means, selling thing that can respond to customers' needs and make them satisfied. There are three main factors comprising satisfaction, readiness, value, care, friendliness, and effectiveness. 1) Services readiness: Service must be ready at all time and in all situations including personnel, place and materials. Moreover, the service provider must be prompt to add more details to the work. 2) Services value: The value of service comes from quality service. The customers will be impressed with the service and come back again. The customers will be the ones who evaluate the service. 3) Tourist care: The service provider must be aware of customers' needs. The service provider must be sincere. The customers must receive the same standard of service. The service provider must be friendly, polite, warm and service-minded (Ai, J.X., 1999; Chen, K.J., 1998; Folan, P., and Browne, J., 2005; Fornell, C. et., al 1996; Garbarino, E. & Johnson, M.S., 1999).

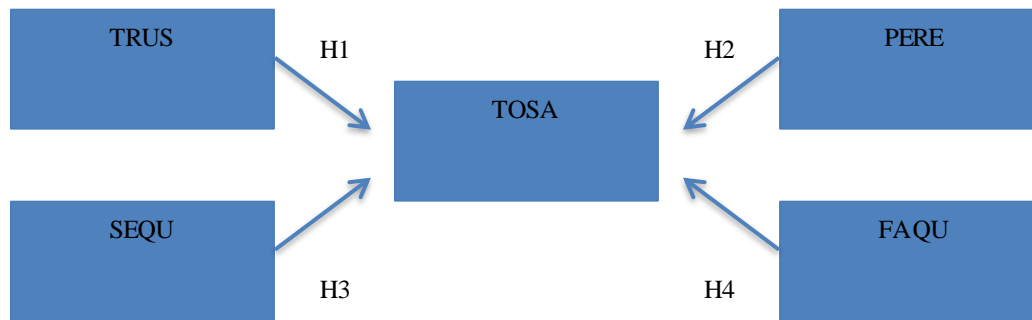
**H3:** Services quality has a positive effect on tourist satisfaction

**Facility quality: FAQU** the security afforded travelers by service providers is a factor in service provider competition that must be taken into account. Security considerations involve political problems, crime, safe traveling conditions, protection from police officers, prevention of the spread of diseases, and capability in service management (Crotts, J. & Bing, P., 2007; Dimanche, F. & Havitz, M.E., 1994; Fornell, C. et., al 1996) Safety: The service provider must care for customers' life and property. Tourists have different purposes for traveling. Tourists can be classified into two main groups: 1) Pleasure 2) Business (Crotts, J. & Bing, P., 2007; Dimanche, F. & Havitz, M.E., 1994; Fornell, C. (1992).

**H4:** Safety quality has a positive effect on tourist satisfaction

**Tourist satisfaction: TOSA** Advantage in responding to customer satisfaction. The product quality development and delivery on time. The schedule is acceptable. The operational characteristics of flexibility to meet customer. Tourist management information is vital to be ready to take care of things, knowledge and understanding, attention to the value of cultural heritage. The development of direction and freedom of information flow builds on the legacy of civilization to the local (Dimanche, F. and Havitz, M.E., 1994; Chen, K.J., 1998; Fornell, C., 1992; Garbarino, E. and Johnson, M.S., 1999; Hwang, S.N., Lee, C. and Chen, H.J., 2005; Kozak, M. and Rimmington, M., 2000).

**Figure 1.** Conceptual framework for research



Equation for Research

$$TOSA = \beta_0 + \beta_1 TRUS + \beta_2 SEQU + \beta_3 PERE + \beta_4 SAQU + \zeta \dots (1)$$

## METHODOLOGY

In the current investigation, the researchers employed qualitative research and survey methods using a questionnaire. The study was divided into two steps: The first a qualitative research study using in-depth interviews to obtain information for use in a quantitative research method with a total of 395 sampling. The second part of quantitative research questionnaire is divided into six main sections. 1) Trust; 2) Personnel Relationship; 3) Services Quality; 4) Facility Quality; 5) Tourist Satisfaction.

The sample of this research was selected by a purposive sampling and conducted interviews to obtain information to use in a quantitative research technique. Sample of quantitative research is the tourist in Thailand form 395 questionnaires collected information. To test the influence of the variables, data were analyzed using descriptive statistics (Li P.C. and Lin, B.W., 2006; Panayides, P.M., 2007) and the Path Analysis Technique, utilizing SPSS as a tool for data analysis.

## FINDINGS

On the basis of the findings derived from in-depth interviews and the study of general conditions and problems in the tourist, the following three significant problems in the tourist's satisfaction were isolated:

- 1) Safety Quality. The temple of Dawn has art and architecture of valuable resource. There is no doubt about the most suitable preservation. The campaign is aimed at preserving the uniqueness of Thai customs. Nevertheless, the temple was magnificently decorated in the Thai style.
- 2) Services Quality. The temple of Drawn has been introduced to maintain the knowledge, but not much. There is staff available to serve visitors at various points. They serve the tourists first. Nonetheless; they are concerned to launch a campaign to publicize the art of the temple.

- 3) Personal Relationship. Participation in processes activities of the temple is voluntary. There are services for the tourists in an atmosphere of cordiality. Tourism has been a tradition in Thailand in order to the understanding of Thai culture, which is not in the world.
- 4) Trust. Tourist will benefit from the new site facilities initiated by the staff. There are enough toilets for tourists to keep the area cleaned. This leads to an increase of the relaxation of the area. The new area to be cleaned up, reduce order drying.

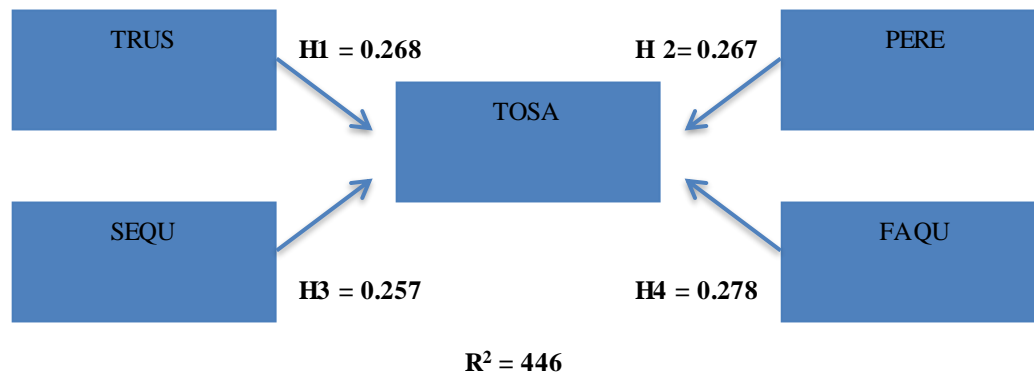
**Table 1.** Factors derived from in-depth interviews to be used to formulate a guideline for the solution of problems

Variable	n	Mean	S.D.	Result
<b>Trust :TRUS</b>				
The trust of organization	395	4.87	0.67	mostly
The trust given by business partners	395	4.55	0.52	mostly
The trust of make in process	395	4.47	0.70	mostly
The trust of finance process	395	4.79	0.81	mostly
The trust of human of organization	395	4.57	0.61	mostly
The preservation and restoration to the form.	395	3.91	0.79	most
<b>Services Quality : SEQU</b>				
The quality of information.	395	4.52	0.67	mostly
The variety of activities in the area.	395	3.85	0.53	most
The focus of tourist attraction knowledge.	395	4.71	0.66	mostly
The differences from one place to another artifact.	395	4.97	0.72	mostly
The quality of hospitality in area	395	3.90	0.75	most
The appropriateness of the amount of visitors to the area.	395	3.94	0.82	most
<b>Personal Relationship : PERE</b>				
There are volunteer on a local preacher	395	4.65	0.52	mostly
There are service officers in the area	395	3.79	0.59	most
There are interesting activities in the area.	395	3.87	0.66	most
There are tourist advices in the area.	395	4.78	0.76	mostly
There are free welcome drinks to visitors.	395	3.97	0.88	most
<b>Facility Quality : FAQU</b>				
The area always clean	395	3.99	0.59	most
The exterior is beautifully decorated place.	395	3.87	0.87	most
The convenience of the visitor parking	395	3.98	0.78	most
The public parking facilities for visitors.	395	3.89	0.72	most
The toilet facilities in the area.	395	3.89	0.87	most
<b>Tourist Satisfaction : TOSA</b>				
There are come back again.	395	3.99	0.79	most
There are told the others to see.	395	3.79	0.51	most
There is always a compliment	395	3.91	0.69	most
There is not blame.	395	4.89	0.57	mostly

**Table 2.** Findings on the basis of an overall analysis of the factors influencing Tourism satisfaction

	Assumption			$\beta$	t - value	p - value	Result
	Independent	Dependent					
H1	TRUS	TOSA	Positively	0.268	2.663	0.003	support
H2	SEQU	TOSA	Positively	0.267	2.328	0.002	support
H3	PERE	TOSA	Positively	0.257	2.245	0.001	support
H4	FAQU	TOSA	Positively	0.278	2.931	0.002	support

**Figure 2. The Path Analysis Modeling**



## CONCLUSION

Conclusion findings indicate that factors influencing tourist satisfaction can be used as guidelines in solving problems organizations are currently facing. The four main factors are the following: (1) trust; (2) services quality; (3) personnel relationship; and (4) facility quality. Each factor involves significant aspects with the total being 25. All aspects should be addressed if problems are to be successfully solved over the long haul.

In addition, it was also found that tourist satisfaction can be judged by reference to four indicators as follows: (1) to come back again; (2) to told the other to see; (3) always a compliment and 4) absence of any blame. Each indicator involves significant subsidiary aspects.

## AUTHOR BIOGRAPHIES

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